

Historic, Archive Document

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These NEWER ROSES Will Bring You NEW JOYS



REV. F. PAGE-ROBERTS

An exquisite copper-colored Hybrid Tea with glowing gold and rich pink shades; deliciously fragrant. Splendid ever-bloomer—a bed of a dozen or more is an all-season delight.
Regular price, \$2 each, \$20 per doz.

FALL-PLANTED—YOUR RESULTS
NEXT YEAR ARE GUARANTEED

—take advantage of our offer to cooperate in duplicating the results shown in this Rose-garden.

1. Look over our Insurance Policy enclosed and note the easy methods of planting.
2. Make your selection of our Special Offer or from the extended list of varieties given below.
3. Send us your reservation now while our assortment is complete.

Then we will

1. Reserve your order for Fall Delivery.
2. Ship at proper time for planting after October 15, transportation charges prepaid.
3. Ask you to plant according to instructions in our Insurance Policy.
4. Insure your results next spring by replacing free of charge any Roses that do not grow and bloom for you during the season of 1929.

OTHERS OF THE NEWER VARIETIES \$1.50 each, \$15 per doz., except where noted. Everblooming unless specified

Breeze Hill. A strong-growing June climber with apricot-yellow blooms.
Eblouissant. The dark rich red blooms of this strong-growing Polyantha are larger than most of its class.
Fontanelle. Soft creamy yellow Hybrid Tea of exquisite form and fragrance.
Mary Pickford. A Hybrid Tea with large, constant yellow, fragrant blooms, with an occasional pink splash.
Matchless. An improved Premier of deeper pink color with much fragrance.
Mme. Albert Barbier. A Hybrid Perpetual of long-blooming qualities and fragrance. Much like a large Mrs. Aaron Ward in color and shape.
Mme. Alexandre Dreux. Medium-size, bright coppery yellow blooms that hold their color. Very prolific Hybrid Tea.
Orange King. This striking Polyantha excites attention wherever seen. Its orange-pink blooms stand out from all other varieties, yet it will harmonize in almost any color combination. Among the new orange Polyanthas, this seems to be distinct because of its vigorous growth and constant bloom.

Phyllis Bide. A dainty pillar-type of climber which, when tied up to a 6-foot stake, will give almost continuous bloom through the summer. It varies in color from yellow to rosy carmine, producing an attractive variegated effect in its clusters of small, dainty blooms.
Prince Charming. This Hybrid Tea has blooms of medium size. Its charm is in its bud with its contrasting red and yellow tones that excite admiration at first glance.
Rapture. An improvement over Butterfly, with exquisite deeper salmon shades and the same golden flush at base of petals.
Rotelfe. A real dark red everblooming Rose that grows more upright than the old Chateau de Clos Vougeot.
Sunstar. This Hybrid Tea is not so well known but is a dainty novelty with striking color contrast, even when full blown—deep orange and yellow splashed with crimson and vermillion.
Superba. New dark red Polyantha, small-flowered; of very good color.
Wilhelm Kordes. A Hybrid Tea very hard to describe because it changes so much through the season. Its form, fragrance, and blooming qualities are all that could be desired, and its color-range includes golden salmon with a tint of copper and veined with red. \$2.50 each, \$25 per doz.

BETTER-KNOWN EVERBLOOMING ROSES \$1 each, \$10 per doz., \$75 per 100

Betty. Copper-cream; large, full tapered bud.
Columbia. Bright pink, large; upright growth; long smooth stems.
Duchess of Wellington. Yellow, long-pointed bud.
Etoile de France. Red, round bud, large; fragrant.
Francis Scott Key. Large; red. Famous for extreme beauty of form.
General MacArthur. Red, pointed bud, medium size.
General-Superior Arnold Janssen. Light red, pointed bud; large, continuous bloom.
George C. Waud. Tomato-red, pointed bud; large, prolific bloom.
Gruss an Teplitz. Bright red, round bud, in clusters, medium size.
Grange Colombe. Cream-white, pointed bud, large; steady bloomer.
H. V. Machin. Bright red, round bud, large; intermittent bloom.
Harry Kirk. Light yellow, pointed bud, large; persistent bloom.
Jonkheer J. L. Mock. Brilliant pink, ovoid bud, enormous size.
Kaiserin Auguste Viktoria. White, tapered bud, large; fair bloomer.
Killarney Queen. Sparkling pink, tapered bud, large; free blooming.
Killarney White. Pure white, tapered bud; large, free blooming.
La Tosca. Light pink, cupped bud, large; very free flowering.
Lady Ashtown. Bright pink, pointed bud, medium size; steady bloomer.
Lady Ursula. Light pink, pointed bud, medium size; prolific bloomer.
Laurent Carle. Deep crimson, ovoid bud, very large; intermittent bloomer.
Louise Catherine Breslau. Pinkish orange, ovoid bud, large; steady bloomer.

Mme. Bardou Job. Light yellow, long bud, medium size; steady bloomer.
Mme. Caroline Testout. Bright pink, ovoid bud, large; steady bloomer.
Mme. Edouard Herriot. Flame color, pointed bud, medium size; continuous bloomer.
Mrs. Aaron Ward. Fawn-yellow, pointed bud, medium size; continuous bloomer.
Mrs. A.R. Waddell. Copper-pink, tapered bud, large; persistent bloomer.
Mrs. Ambrose Ricardo. Peach-yellow, ovoid bud, very large; intermittent bloomer.
Mrs. Charles Bell. Light flesh-pink, ovoid bud, large; steady bloomer.
Miss Cynthia Forde. Sparkling pink, pointed bud, large; persistent bloomer.
Miss Lolita Armour. Salmon-pink, ovoid bud, large; intermittent bloomer.
Ophelia. Pale pink, pointed bud, medium size; steady bloomer.
Padre. Copper-red, pointed bud, large; steady bloomer.
Radiance. Bright rose-pink, round bud, large; prolific bloomer.
Red Radiance. Light red; in all other respects like Radiance.
Souvenir de Claudius Pernet. Clear yellow, tapered bud, large; steady bloomer.
Souvenir de Georges Pernet. Orange-pink, round bud, very large; intermittent bloomer.
Willowmere. Golden pink, pointed bud, very large; prolific bloomer.

JUNE ROSES \$1 each, \$10 per doz., \$75 per 100

Conrad F. Meyer. Light pink, ovoid bud, large.
Frau Karl Druschki. Snow-white, ovoid bud, very large.
General Jacqueminot. Crimson, ovoid bud, medium size.
Georg Arends. Delicate pink, pointed bud, very large.
George Dickson. Glowing red, ovoid bud, very large.

Harrison's Yellow. Bright yellow, semi-double flowers in great profusion in late spring.
Magna Charta. Glowing pink, ovoid bud, very large.
Paul Neyron. Dark rose-pink, ovoid bud, very large.
Prince Camille de Rohan. Violet-crimson, ovoid bud, medium size.
Ulrich Brunner. Light crimson, ovoid bud, large.

CLIMBING VARIETIES

Those priced at { \$1.00 each, \$10.00 per doz., \$75.00 per 100
 .75 each, 7.50 per doz., 60.00 per 100
 .50 each, 5.00 per doz., 40.00 per 100

Alida Lovett. Large shining pink flowers; vigorous. \$1 each.
American Pillar. Gigantic clusters of single bright rose-red with white eye. 75 cts. each.
Aviateur Bleriot. Orange buds and creamy flowers. Growth moderate. 75 cts. each.
Bess Lovett. Bright red flowers of unusually large size. 75 cts. each.
Christine Wright. Sparkling pink flowers of great size. \$1 each.
Climbing American Beauty. Bright carmine buds and fragrant blooms. 75 cts. each.
Climbing Orleans. An everblooming climbing form of the Polyantha Orleans. \$1 each.
Dr. Huey. Dark mahogany-crimson flowers of large size. \$1 each.
Dorothy Perkins. Charming brilliant pink flowers in large clusters. 50 cts. each.
Dr. W. Van Fleet. Beautifully formed pale pink flowers. 75 cts. ea.
Emily Gray. Soft glowing yellow buds and large flowers. \$1 each.
Excelsa. Shining red flowers in great clusters. 75 cts. each.

Flower of Fairfield. Bright red flowers in clusters. Everblooming. \$1 each.
Gardenia. Yellow buds and creamy flowers on a very vigorous plant. 75 cts. each.
Hiawatha. Brilliant rose-red single flowers with white eye and golden stamens. 50 cts. each.
Heart of Gold. Large single velvety crimson flowers with a heart of golden stamens. \$1 each.
Mary Wallace. Very large bright pink flowers with a golden sheen. \$1 each.
Paul's Scarlet Climber. Vivid scarlet, well-shaped blooms of moderate size. \$1 each.
Silver Moon. Very large semi-double pure white flowers with yellow centers. 75 cts. each.
Star of Persia. Sunflower-yellow flowers, produced very early. \$1 each.
Tausendschön. Varies from white to deep pink; very showy and dainty. \$1 each.
White Dorothy. Small snowy flowers in big clusters. 50 cts. each.

Miles of Roses to Welcome You



OUR Rose Fields are now in full bloom and we cordially invite you to call and enjoy their fragrant blooms.

Hundreds of thousands of Roses may sound dazzling but distributed over twenty acres gives you a breathing space to enjoy their individuality.

For Roses do have individuality and we will be glad to explain just why when you call to see our Miles of Roses.

During the next three weeks they will be at their best and we hope you will find it convenient to come during this time.

Should you want to plant New Brunswick Roses in your garden this Fall we will frankly advise you from our experience regarding the hardiness of any of our varieties.

Be sure to send for our Treatise on Roses.

Cordially yours,

Fred D. Osman, Prop.

NEW BRUNSWICK NURSERIES,

Along the Lincoln Highway,

South of New Brunswick, N. J.

Items of Interest for New Brunswick Customers

JULY, 1927

Visitors to Our Rose Fields

always find something of interest which makes their trip worth while.

Perhaps it is the acres of roses with their tossing blooms, sometimes an unfamiliar shrub or evergreen is noted, and again it might be a different kind of perennial.

While roses are our specialty, we do grow all kinds of nursery stock that live out-doors the year round.

If our nurseries happen to be too far from your home to justify a trip, we urge you to visit your neighboring nursery. You will be sure to find something you hadn't seen before.

The Best Results With Roses

From the experience of our customers, we are finding more encouragement for urging new patrons to benefit by Fall planting.

Each year more and more rose lovers find their doubts changed to enthusiasm by the greater response to their garden efforts. Not only roses, but by far the greater part of out-door plants respond much better to Fall planting.

And here are three obvious reasons why:

1. New Brunswick plants are grown right here in Jersey on heavy soil and endure the changeable Winters peculiar to the Middle Atlantic States.
2. Freshly dug from our fields in the Fall, they may be promptly planted in your garden with all the vitality retained, instead of being stored in sheds during the Winter under artificial conditions until Spring.
3. In Spring, before the ground has thawed, Nature starts to grow at the roots, and before you can plant in your garden in the Spring, these "Fall planted" bushes start to grow with Nature, and have gained the best part of a season over those planted later in the Spring.

Winter protection is important both with Fall and Spring planted bushes.

Try Fall planting this year backed up by our insurance policy and experience these results for yourself.

More Varieties Should Be Better Known

In our talk before garden clubs, we find so many of the members are missing the enjoyment of a great many varieties of roses that are new enough to be interesting, yet old enough to have proven their reliability.

We thoroughly believe in new varieties, and for the enthusiastic rose fan, who, with the sporting instinct of a fancier, plants the newest varieties to see for himself how good they are, we submit our congratulations; but what

shall we suggest to the garden lover who by reason of limited space or a desire for more certain results—

Why not find out more about the older and more reliable varieties?

Each year we regretfully relegate to the discard varieties that have aroused enthusiasm by the few who have seen them and as well varieties that we know are worthy of better recognition—the written descriptions of them have not appealed sufficiently to win them a home, in substantial quantities.

Most of our readers will recognize, either by name or knowledge of the flowers, such varieties as Columbia, Duchess of Wellington, Etoile de France, Frau Karl Druschki, Gruss an Teplitz, Gen. McArthur, Harry Kirk, Jonkheer J. L. Mock, Kaiserin Auguste Victoria, Killarney, Los Angeles, Lady Hillington, Mrs. Aaron Ward, Mme. Ed. Herriot, Mme. Butterfly, Ophelia, Radiance, etc.

But do you know the colors of the following varieties:

Betty, Eldorado, Gen. S. A. Janssen, Geo. C. Waud, H. V. Machin, Lady Alice Stanley, Lady Ashtown, La Tosca, Miss Lolita Armour, Mme. Jules Bouche, Mrs. A. Riccardo, Mrs. A. R. Waddell, Mrs. Chas. Bell, Old Gold, Red Letter Day, Souvenir de Claudius Pernet, Mrs. W. C. Miller, Willowmere or Wm. R. Smith?

Or are you familiar with the hardiness and other qualities of the more recent varieties such as Betty Uprichard, Eblouissant, Etoile de Hollande, Padre, Prince Charming, Mme. Alex Dreux, Mary Pickford, Rotelfe, Souvenir de Georges Pernet, Sensation, Ville de Paris and Star of Persia?

Because of our serious efforts to give real results with roses, we hesitate to recommend new varieties until they have been watched carefully by us for three years. We are only too glad to give you a frank opinion on the faults and merits of any varieties—so that you may judge intelligently your personal preference.

Why Plants Need Water

A plant is a vegetable pump, continually sucking water from the soil and delivering it to the air in the form of invisible vapor. If the water level in the soil is too low for the roots to reach or the supply too scanty, the leaves wither and ultimately die.

The amount of water required depends upon the growth of the plant and the humidity of the atmosphere.

Measured on a Baltimore blue grass lawn during a drought period of summer, it was found that the roots had to draw water from the soil at the rate of about a half ounce per hour for each square foot in order to keep the grass in healthy condition.

Our Landscape Department Can Help in Your Planting Problems

While we have been doing a limited number of plantings in the last few years, we have now enlarged this department and extended its efforts.

We are now prepared to offer our planting services to home owners within 30 miles of New Brunswick.

To those further away we will be glad to advise by correspondence, if photographs and full details are furnished.

Where our planting services are used you may be assured of the same satisfaction that has been given with our roses.

Your result is our foremost consideration.

Sheep Manure

For lawns and all of the garden

Feeding the garden and the lawn is just as important as careful planting and watering.

Every year brings the need for renewed fertility.

Pulverized sheep manure is a concentrated and convenient form, as well as a time-saver over the old-fashioned horse or cow manure—used for liquid manure it is highly effective.

Prices F.O.B. New Brunswick

25 lbs.....	\$1.25
50 lbs.....	2.00
100 lbs.....	3.50

Alphano Humus

A highly concentrated form of humus. Especially adapted for lawns because it cannot burn, is odorless, and the heavier it is used the better the results.

For new lawns it means grass insurance—for old lawns showing bare spots, its use cannot be overdone.

Prices F.O.B. New Brunswick

100 lbs.....	\$2.00
500 lbs.....	8.00
Per ton.....	25.00

Special quotation on car lots.

Phlox

The perennial in favor and growth

Strong field-grown plants in the following selected varieties:

\$3.00 per dozen—\$15.00 per 100

Australia, carmine.
Champs Elysee, French purple.
Crepuscle, white suffused mauve.
Eclairer, bright carmine.
Europe, white with lilac eye.
Fred Passy, bright pink.

Gefion, rich but delicate peach blossom pink with bright rose eye.

La Esperance, clear lavender with white center.

La Vague, mauve pink.

Rheinlander, salmon pink.

Riverton Jewel, mauve rose illuminated by brilliant carmine red eye.

R. P. Struthers, cherry red.

Rynstrom, popular rose pink.

A special collection of six each of our selection in four colors will be sent postpaid.

24 Phlox for \$5.00

A Continuous Bloom of Flowering Shrubs

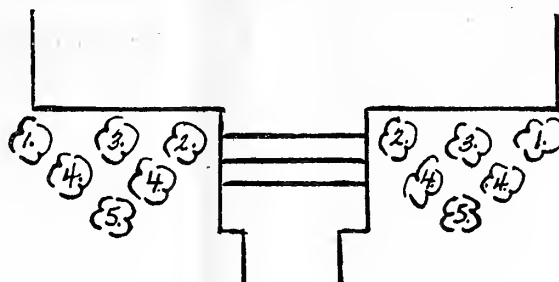
One each of the following eight shrubs will give a succession of bloom from Spring until frost.

1. Forsythia or Golden Bell.
1. Deutzia Pride of Rochester, pink flowering.
1. Philadelphus or Mock Orange, white.
1. Spirea Van Houttei Wreath, white.
1. Honeysuckle, fragrant.
1. Weigelia, pink flowering.
1. Spirea Anthony Waterer, rose-colored blooms.
1. Hydrangea P. G., white changing to pink.

Named in the order of their blooming, these shrubs are hardy and may be used to hide an unsightly spot in the yard, presenting instead a beauty bower.

These Eight Shrubs for \$5.00

The Bungalow Collection



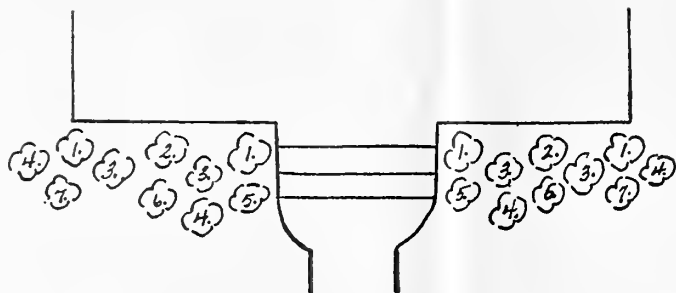
These 12 Evergreens for \$25.00

- (1) 2 Arbor Vitae, 3/4'.
- (2) 2 Norway Spruce, 2/3'.
- (3) 2 Golden Retinaspora, 12/18".
- (4) 4 American Arbor Vitae, 12/18".
- (5) 2 Golden Edged Chinese Arbor Vitae, 10/12".

This group of evergreens gives the owner a good showing of a "foundation planting" at moderate cost. Arranged as per diagram above they are spaced so as to provide for proportionate growth on all sides—not an over-stuffed effect, but one to which other plants may be added in another year.

This special price is F.O.B. New Brunswick. Plants are shipped with ball of dirt and burlap around the roots so they will arrive in good condition either by freight or express.

The "Ideal Foundation Planting"



These 20 Evergreens for \$50.00

- (1) 4 Arbor Vitae, 3/4'.
- (2) 2 Plumed Cypress, 12/18".
- (3) 4 Norway Spruce, 2/3'.
- (4) 4 Arbor Vitae, 12/18".
- (5) 2 Dwarf Golden Chinese Arbor Vitae, 10/12".
- (6) 2 Spreading Juniper, 18".
- (7) 2 Globe Arbor Vitae, 12" wide.

In presenting this worthwhile group of Quality Evergreens our Landscape Department has included practical sorts with pleasing variation in color and foliage.

If the above plant does not fit your house, we will gladly furnish a planting plan that will, if, when sending your order, you will include an outline of your house and porch with dimensions.

We ship by freight or express—weight about 400 lbs.—F.O.B. New Brunswick, N. J.

A Popular Collection of 12 Climbing Roses

Each year our special collection of climbers gains in favor as our customers express surprise at the unusual value they represent.

This year we include two of the newest climbers introduced by the American Rose Society—Heart of Gold and Mary Wallace.

This makes our collection more desirable than ever, and especially at the same price.

One each of the following climbers:

- American Pillar, cherry pink.
- Aviator Bleriot, sulphur yellow.
- Christine Wright, dark pink.
- Dr. Van Fleet, blush.
- Dorothy Perkins, pink.
- Excelsia, red.
- Gardenia, yellow.
- Heart of Gold, red-yellow center.
- Hiawatha, cherry pink.
- Mary Wallace, large rich pink.
- Paul's Scarlet, red.
- Tausendschoen, pink.

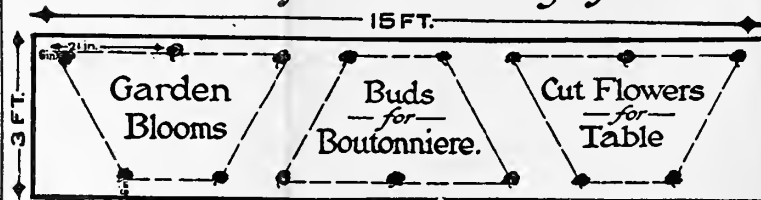
This collection is, in our opinion, hardy in all sections, and we offer the entire collection of large 2-year, No. 1 plants.

12 Climbers for \$6.00

Transportation Paid and Delivery Guaranteed

The "Three Fifteen" Rose Bed

A Triple-service Selection that you will enjoy.



Fifteen Rose Bushes of three varieties planted as per plan will give you a worthwhile showing and serve you in these three ways:

1. Five bushes of one variety will give you buds for boutonnieres.
2. Five bushes of one variety will furnish flowers for the table.
3. Five bushes will supply a showing in the rose beds continuously.

Simply give us the following information:

1. Is your soil sandy, clay or loam?
2. Is your winter temperature warm, temperate or very cold?
3. What three colors do you prefer, red, white, pink or yellow?

We will make a selection from our first quality bushes of everblooming varieties that will meet all of your conditions and in addition give you this three-way enjoyment at the moderate cost of \$10.00.

Fifteen Everblooming Rose Bushes for \$10

Transportation Prepaid and Delivery Guaranteed
One or more groups may be ordered at this rate

NEW BRUNSWICK NURSERIES,
NEW BRUNSWICK, N. J.

Please send at once or reserve until proper time for planting:

-Climbing Rose Collection.
-Three Fifteen Collection.
-lbs. Sheep Manure.
-lbs. Alphano Humus.
-Bungalow Collection.
-Ideal Foundation Collection.
-Phlox.
-Flowering Shrub Collection.

Check enclosed for.....

Please send information on:

-
-
-
-

Signed.....

NEW BRUNSWICK NURSERIES

Lincoln Highway, South of New Brunswick, N. J.

FRED. D. OSMAN, Prop.



Your Dream-garden of today may become a reality next summer if you—

SEE SPECIAL OFFER BELOW



Briarcliff

Briarcliff

This new lively pink Rose, a great improvement over Columbia; will bring you many long-stemmed, fragrant blooms of good size and exquisite shape. Regular price, \$1.50 each, \$15 per doz.

Eldorado

A large, clear, beautiful yellow Hybrid Tea with sometimes a small splash of red in the heart of its fragrant blooms. Strong-growing bush, with good cutting-length stems, and always yellow in the hottest weather. Regular price, \$1.25 each, \$12.50 per doz.



Eldorado

Etoile de Hollande

This new red Rose has been selected by experts as the best red Hybrid Tea yet introduced. Beautifully pointed in the bud, with the fragrance of an old-fashioned June Rose, this prize-winner gives plenty of long-stemmed blooms all summer long. Regular price, \$1.50 each, \$15 per doz.



Etoile de Hollande

SPECIAL OFFER

This fragrant, decorative collection of 4 varieties, illustrated on both pages, will be sent you, transportation prepaid, in strong, husky, 3-year-old bushes at the following prices:

One of each (4 in all) for \$5
Six of each (24 in all) for \$25